



Patent
Attorney's Docket No. 033855-007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of)	MAIL STOP AMENDMENT
Giacalone, Lou Jr.)	Group Art Unit: 2154
Application No.: 09/828,257)	Examiner: HARESH N PATEL
Filed: April 6, 2001)	Confirmation No.: 4988
For: SYSTEM FOR ELECTRONICALLY)	
DISTRIBUTING DISPLAYING AND)	
CONTROLLING ADVERTISING)	
AND OTHER COMMUNICATIVE)	
MEDIA)	

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 1, 2004, please amend the above-identified patent application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 4 of this paper.

Remarks begin on page 7 of this paper.